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The Fifth Estate

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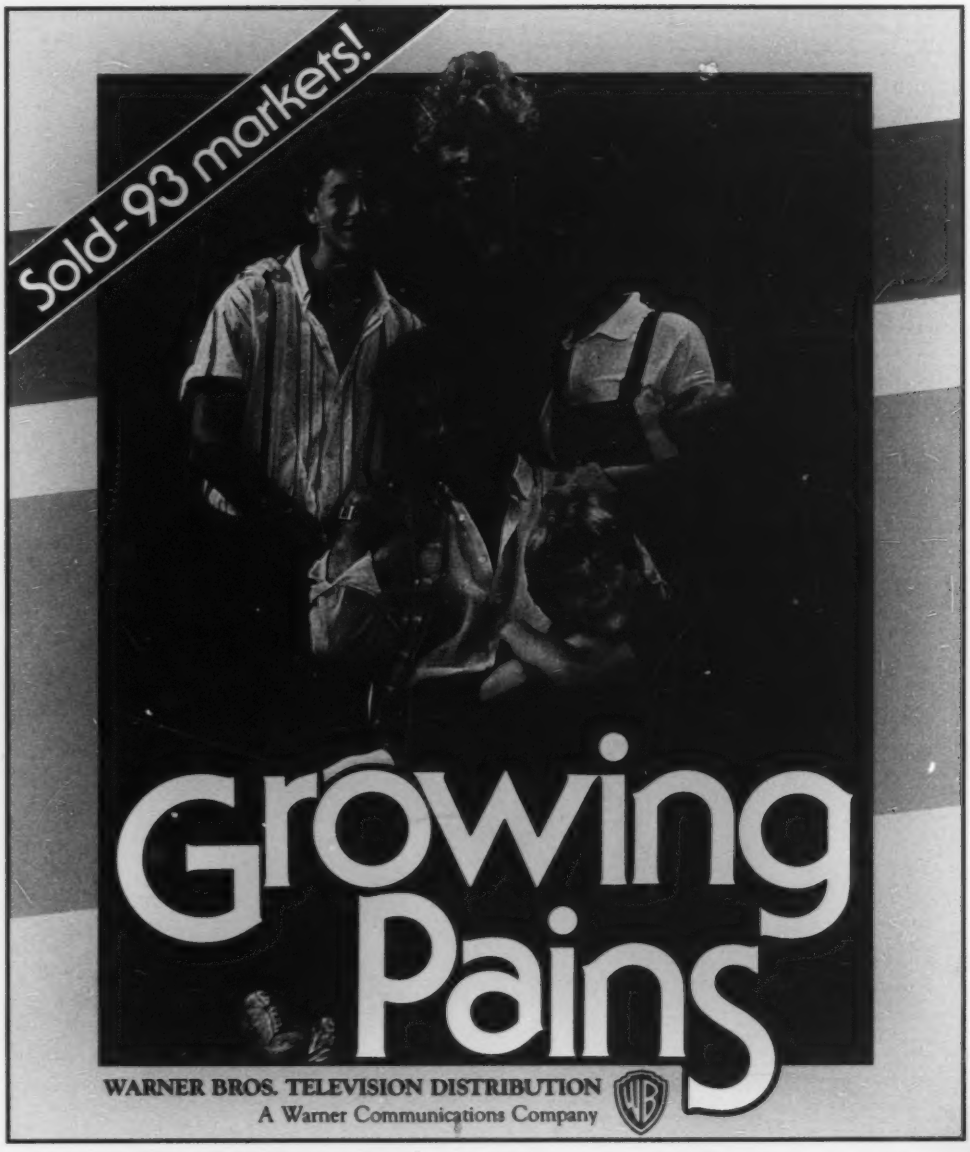
Broadcasting Jun 1



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56th Year 1987
NBC: 9 SWEEPS IN A ROW

Vol. 112 No. 22

Broadcasting Jun 1

NBC wins May sweeps □ TV in Senate anniversary
First-quarter network television revenue figures
Inouye-Hollings broadcast bill introduced

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week to six.

But are the bigger checks being signed by broadcasters in 1987 (see chart) all going to King World? Dick Robertson, with the office of the president of Lorimar-Telepictures and who oversees the company's syndication operations, said: "Everyone else [but King World] is pretty much getting inflationary, or just a little bit over inflationary increases. Our shows are getting, on average, probably single-digit increases." King World's chief operating officer, Stuart A. Hersch, agreed there is a two-tiered market right now, "very much like what happened a couple years ago in the record business when there were only a few stars, such as Michael Jackson, Lionel Ritchie and Billy Joel, while everyone else was scrambling just to get distributed."

Among the "stars" that will help boost programing prices still more in 1988 is the *Cosby Show*, which has more than doubled the record sitcom price in most markets and which, as of a recent count, had been purchased in 77 of 82 markets by affiliates. Other sitcoms soon to begin airing, and thus recorded, include *Webster*, purchased by affiliates in 47% of the 145 markets where it has been sold, and *Kate & Allie*, purchased by affiliates in 60% of the markets sold.

Robertson said that affiliates purchasing *Cosby* in the top-50 markets—where affiliates are prohibited from placing off-network shows in the lucrative 7-to-8 p.m. slot—had to be either hoping that the prohibition might be lifted or that, if the show were run earlier in the day, the *Cosby* audience would "flow" over into stations' local newscasts.

The bottom line, said Boston-based media consultant, David Butterfield, is that "stations are in close to a bidding situation for most of these shows." Said Robert Sutton, president and chief executive officer of the Media General Broadcast Group, "I don't see programing costs coming down... It [the increase] might slow just a hair, but somebody else is always willing to pay for shows that perform." Media General said film contracts payable for 1987 increased 5%, and Sutton said he expects programing costs to increase roughly 10% the following year.

In contrast to the gains of programing costs, TV station revenue so far in 1987 is up by less than 5%, according to the Television Bureau of Advertising, whose assessment seems confirmed by the just released first-quarter results for publicly held group owners (see chart). Whether spot advertising will pick up later in the year is still unknown, and those looking forward to quadrennial benefits of the Olympics may have forgotten the complaints of some that the last time around ABC's network sales for the 1984 Olympics drained money out of the spot marketplace.

Unlike their independent brethren, affiliates have less exposure to programing costs, which amount to roughly one-quarter of their total expenses, compared to the 40% or more many independents report. But programing increases are still large enough that at least some station groups are looking to hold the line elsewhere, including, in some cases, the cost of news. A hypothetical example for a station with $50 million in revenue, an operating profit of $20 million and program expenses of $7.5 million (25% of total expenses), would show that if revenue increases 4%, to $52 million, while program expenses jump 20% to $9 million, all other costs would have to be virtually frozen for management to register any profit increase.

Are the profit margins of affiliates in for a squeeze? Ward Huey, vice chairman of A.H. Belo Corp., and president of that company's broadcast divisions, said not: "People have redirected how they spend dollars and might choose to spend less money for that which doesn't appear on the air. Frankly we are pleased with our audience delivery and we see growth."

For many stations there has recently been a timely slowdown in the rapid increase in news costs, notes Multimedia's James Lynagh: "News has also been increasing in costs, but that has suddenly leveled off, with anchors and others flooding the marketplace. Some groups are trying to hold those [news] cost increases to 4% or 5%."

Margins are not always the guiding principle, said Media General's Sutton: "While our margins are good, we are not margin-driven. The most important thing is having a strategic plan on making the TV station the best one in the market." For many affiliates, that strategic plan still means paying top dollar for the top-performing shows. □

FCC gets earful at Telcomsubcom House hearing

Markey tells FCC that committee will be an "active participant" in telecommunications policymaking

That the Fowler era of independent FCC deregulation is over appeared abundantly clear at the agency's authorization hearing before the House Telecommunications Subcommittee last week.

The FCC's new chairman, Dennis Patrick, appearing before the subcommittee, heard no dearth of criticism of the deregulatory maneuverings of his predecessor, Mark S. Fowler; got a public reminder that the House intends to approve legislation codifying the fairness doctrine, perhaps as early as this week, and received a personal warning from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who made a special appearance at the hearing, that there would be "unpleasant consequences" should the agency attempt to interfere with the will of Congress on the doctrine.

There were additional reminders that the subcommittee will be monitoring Patrick's progress as he continues considering reinstituting syndicated exclusivity rules. There was further talk about the congressional effort to resurrect the antitrafficking rule, which required stations to be owned three years before being sold. And Commissioner James Quello, one of Patrick's three colleagues, all of whom were present for what turned out to be a four-and-a-half-hour ordeal, supplied the subcommittee with a 22-page manifesto calling for the rule's resurrection. (Quello, a Democrat, received a public commendation from House Telecommunications Subcommittee Chairman Edward Markey [D-Mass.] for his "interest in this exceedingly important issue.")

Markey

If that weren't enough to remind observers of the changed contours of the regulatory terrain, there was Markey's opening statement. Among other things, Markey contended that the sanctification of greed had been a "resounding theme in this nation during the Reagan era; from Wall Street to Main Street the speculators and the greedy have been left unfettered to feed at the public trough. But now the time has come for Congress to restore the primacy of the public interest standard. This subcommittee will be an active participant in telecommunications policy planning and development this year. The Congress soon will codify the fairness doctrine for the second time, and, on June 17, the subcommittee will begin hearings on the antitrafficking rules, with an eye to codifying the rules that the commission misguidedly repealed several years ago."

Markey also said the subcommittee would "review closely" the agency's proceedings to loosen its duopoly rules for radio and to consider dropping rules prohibiting the creation or transfer of radio-TV combinations, proceedings that are expected to be ripe for action late this year. "One final issue that reflects congressional concern about the public interest standard is the sunset of the must-carry rules," Markey said. "Because of the unique role local broadcasters play in their communities, a clear consistent approach to must carry is essential. I fully expect that in the near future the Congress will resolve the sunset issue through legislation."

Markey said additional legislation might be required to retool the agency's ex parte rules more to his liking. The agency's new ex parte rules (BROADCASTING, March 23) permit agency personnel to request presentations on rulemaking proceedings during a seven-day "sunshine" period before a vote, as long as the presentations are fully disclosed. The rules prohibit initiation of approaches to the agency by outsiders during the sunshine period, and Markey was clearly upset that the agency has asserted that congressmen are outsiders as far as the ruling is concerned. Markey said the clerk of the House had held that the FCC lacked author-

Antitrafficking argument. FCC Commissioner James Quello seized center stage again after he submitted a 22-page statement arguing for the reinstitution of antitrafficking rules at the agency's congressional oversight hearing last week. Quello's basic argument is that the rules, which required holding a station for three years before selling, are necessary to put the brakes on the speculative churn in broadcast properties, which he believes is operating against the public interest. He contends that the rate of station transfers has been on the rise since the FCC eliminated the rules in 1982. Quello also said he didn't believe that repeal of the antitrafficking (or three-year) rule was the sole cause of the rapid turnover in broadcast stations. "However, reinstatement of the three-year rule will solve most of the problems related to rapid station transfers," Quello said. "Re-establishing the three-year rule will eliminate those entrepreneurs who seek to merely turn over broadcast stations for quick profit."

In the following table, Quello documented the increase in station transfers since 1979 for Congress.

Comparison of station sales to licensed facilities

	Television			*Radio*			*Broadcast*		
	Commercial† Licensed & CP	*Sold**	*%*	*Commercial† Licensed & CP*	*Sold**	*%*	*Commercial† Licensed & CP*	*Sold**	*%*
1979	724	47	6%	9,045	546	6%	9,769	593	6%
1980	734	35	5%	9,278	424	5%	10,012	459	5%
1981	756	24	3%	9,361	625	7%	10,117	649	6%
1982	777	30	4%	9,461	597	6%	10,238	627	6%
1983	813	61	8%	9,678	669	7%	10,491	730	7%
1984	841	82	10%	10,021	782	8%	10,862	864	8%
1985	883	99	11%	10,359	1,558	15%	11,242	1,657	15%
1986	919	128	14%	9,824	959	10%	10,743	1,087	10%

† Data from Television Factbook: Cable & Services Volume 1986 (pA-17)
* Data from BROADCASTING, Feb. 9, 1987 (p. 53)

Editor's note. FCC Commissioner James Quello's statement to Congress should be read cautiously since certain of the figures he cites are gross overstatements of the numbers of stations that actually changed hands. For example, Quello relies on some figures, gathered from FCC annual reports, that state that in 1982, 1,301 radio transfers were approved by the FCC and that in fiscal 1986, 2,457 radio transfers were approved, suggesting an increase of 88.9%. He also cites agency figures stating that in 1982, the FCC approved 170 TV transfers, and in 1986, it approved 767, representing an increase of 351%.

In a subsequent paragraph, he conceded that the FCC figures overestimate the actual number of stations sold, since the data includes short-form pro forma transfers. Yet no information was provided on how many of those applications were for pro forma changes and he failed to note that a large number of pro forma transfer applications were filed in 1986 because of a desire by many broadcasters to restructure to place their best foot forward for the new tax law. Indeed, BROADCASTING's own count showed 145 TV stations and 1,139 radio stations actually changed hands (BROADCASTING, Feb. 9, 1987).

For the above chart, Quello relied on sales figures drawn from the same issue of BROADCASTING. The actual numbers of stations that changed hands are slightly larger than the ones Quello cites because he gathered the numbers from a chart listing transactions which had been inadvertently mislabeled to suggest that the number of stations changing hands was being cited. More than one TV station may change hands in a single transaction.

ity to block Congress out. He also warned that a lot of "acrimony and bitterness," along with another "legislative" remedy, might be in store should the agency not reconsider. "It's the regulatory equivalent of, 'Don't call us, we'll call you,' " Markey said. "I'm extremely upset."

Patrick made no guarantees that reconsideration was in the works. Yet two of his colleagues—Quello and Commissioner Mimi Dawson—indicated that they weren't wedded to the provision that had proved to be so nettlesome to Markey.

Representative Al Swift (D-Wash.) also advised the Patrick FCC to be more sensitive to congressional advice than the Fowler FCC had been. "For six years, eyebrow raising didn't do anything at all," said Swift. One result, according to Swift's analysis, was that Congress had been forced to assert its will through legislative efforts, as it is doing in codifying the fairness doctrine. That's too bad, said Swift, author of the pending House bill that would codify the three-year rule, because "very frequently you can do things better" than Congress. He also noted that regulatory agencies that listen to their congressional overseers don't get into the sort of trouble the FCC was "led into by its former leadership."

Other highlights:

■ Representative Mike Synar (D-Okla.) questioned whether reimposing syndicated exclusivity rules wouldn't harm the interests of backyard earth station owners, who now, he said, are able to receive distant signals packaged by third parties.

■ Representative Dennis Eckart (D-Ohio) said he believed Section 624(f) of the Cable Communications Policy Act of 1984 proscribed the FCC from adopting syndicated exclusivity rules. "It's not clear," replied Patrick. "But that's something being looked at."

■ Representative Tom Tauke (R-Iowa) commended the FCC for its "imaginative" approach to developing and implementing telecommunications policy. He also said, however, that he wasn't "entirely pleased" by the FCC's definition of its "effective competition" test—that is, the presence of at least three unduplicated signals in a cable community—which qualifies the cable system to set its own rates for basic services. The signals are counted, according to Tauke, if they place a Grade B signal over any portion of the cable community. "Thus, a community could be out in a fringe area and if it had only a very small portion within the contour, the entire community would qualify," Tauke said. "I believe that a reexamination of this language is appropriate."

Among other things, Tauke, who has cosponsored legislation to eliminate comparative renewal, recommended that the agency explore what it can to do improve the license renewal process.

■ Patrick, in response to questioning by Dingell, said it was his "personal view" that the fairness doctrine disserved the public interest and chilled the sort of speech it was intended to elicit. But, "at this time," the agency had no intention of changing its approach to enforcing the doctrine, something it is currently considering under congressional mandate, according to Patrick. And if the congressional statute is approved, and it isn't nullified, "we will enforce it in good faith to the letter of the law," Patrick said.

■ Patrick also said NBC News President Lawrence Grossman's recommendation for broadcast exemption from equal time requirements during the 1988 presidential election campaigns (BROADCASTING, May 25) was "worth exploring."

■ Representative John Bryant (D-Tex.) said he was "pleased" that the FCC had taken indecency action against broadcast licensees, even though he said, "I abhor censorship." He also wondered whether the agency couldn't "jawbone or something" to persuade the TV networks to scale back on what he believes to be the increasingly "lascivious" aspects of their programing.

■ Swift also believed it was taking the FCC an "enormous" amount of time to publish orders, forcing the public to operate on press releases. "That's not a good way to do business," said Swift. □

Three-network TV revenue shows slight decline in first quarter

Gains in sports offset by drops in daytime and news, contributing to overall decrease of 0.07%

The legacy of last year's upfront market and problems with audience delivery continue to depress results for the three television networks, according to first-quarter numbers the three recently submitted to Arthur Young & Co., and provided to BROADCASTING by Hugh Del Regno, controller for CBS Enter-

tainment. First-quarter revenue for the three declined by a hair, to $1.6 billion, with a substantial increase in sports and a moderate gain in prime time pulled down by double-digit declines in both daytime and news (see chart).

Three-network revenue for late night increased slightly and the children's daypart registered a double-digit increase, although first-quarter dollars were still below those registered in the comparable quarter of two years ago. Numbers should be considered as rough indicators of the marketplace since the shows included in various dayparts may change—for instance CBS moved results of its new *Morning Program* from news to daytime in the middle of the first quarter.

The three-network-submitted results are more pessimistic than the 2.8% revenue gain estimated recently by the Television Bureau of Advertising based on Broadcast Advertisers Reports data. One essential difference between the Arthur Young and BAR numbers is that the latter do not subtract for spots that the networks used as makegoods to compensate advertisers for previous underdelivery of audience. The slightly divergent results suggest that at least one of the three networks had substantial makegoods, possibly in daytime.

Jerry Dominus, vice president, sales, for the CBS television network, said the just reported quarter may be the "turn-the-corner-quarter," and that three-network results for the second quarter should show an improvement.

The Arthur Young-compiled numbers show that net prime time revenue was up 2.1%, to $823.3 million, following a 4.6% gain in the first quarter of 1986. Sports also compounded its growth, up 12.8%, to $292.3 million, on top of a 14.6% hike for the first quarter of last year, which now makes sports the second-highest revenue daypart in the quarter, passing daytime. The decline of the latter daypart accelerated from minus 3.6% in the 1986 first quarter, to minus 12.7% in the three months ending March (presumably the addition of the CBS's *Morning Program* prevented the decline from being worse) for revenue of $252.6 million.

Shows classified in the news daypart posted a revenue decline of minus 11.5%, to $148 million, versus a gain of 3.7% in the prior period. Late night gained 2.6%, to $61.1 million, following up on a previous first-quarter gain of 6%. And children's programing pulled in 17.3% more revenue, to $21.4 million, following a 30% decline in the 1986 first quarter. □

First-quarter television network revenues
1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
First quarter '87	$3,978	$0	$0	$0	$927	$0	$4,905
First quarter '86	3,563	49	0	0	342	0	3,954
% increase (decrease)	11.65	(100)	0	0	171.05	0	24.05
All other gross revenue from time sales*							
First quarter '87	964,027	71,669	296,866	24,978	342,815	174,222	1,874,577
First quarter '86	944,403	69,782	339,707	21,425	304,439	196,556	1,876,312
% increase (decrease)	2.08	2.70	(12.61)	16.58	12.61	(11.36)	(0.09)
Total gross revenue from time sales							
First quarter '87	968,005	71,669	296,866	24,978	343,742	174,222	1,879,482
First quarter '86	947,966	69,831	339,707	21,425	304,781	196,556	1,880,266
% increase (decrease)	2.11	2.63	(12.61)	16.58	12.78	(11.36)	(0.04)
Less advertising agency commissions							
First quarter '87	144,740	10,551	44,265	3,590	51,448	26,271	280,865
First quarter '86	141,927	10,230	50,381	3,183	45,537	29,302	280,560
% increase (decrease)	1.98	3.14	(12.14)	12.79	12.98	(10.34)	0.11
Total net revenue from time sales							
First quarter '87	823,265	61,118	252,601	21,388	292,294	147,951	1,598,617
First quarter '86	806,039	59,601	289,326	18,242	259,244	167,254	1,599,706
% increase (decrease)	2.14	2.55	(12.69)	17.25	12.75	(11.54)	(0.07)

*Includes $11,025,000 in color insertion revenue reported by two networks for 1987 first quarter and $10,374,000 for 1986 first quarter.

NBC affiliates look to shore up number-one status

Topping list of concerns: daytime ratings, news holes in '88 Olympic coverage, late-night news lead-in numbers in May sweeps

NBC affiliates, unlike their ABC and CBS counterparts, have no long lists of complaints, but they do have concerns, which will be hashed out at the NBC affiliates meeting in Los Angeles that starts today (June 1). The network is riding high after its second consecutive prime time regular season victory and ninth consecutive victory in a sweeps period (see page 31). But several chinks in the network's prime time armor became evident in May, the most disturbing in the minds of affiliates being NBC's fall from first place in the crucial late news lead-in period, 10:30 to 11 p.m. NBC was first in the lead-in slot a year ago, but fell 14% and surrendered its lead there to CBS.

Affiliates last week indicated that would undoubtedly be an issue at this week's meeting. Other issues ripe for discussion include the news windows that affiliates will receive during the network's 7:30 p.m.-midnight coverage of the summer Olympic games in Seoul in September 1988, and the network's performance in daytime, where it continues to be an also-ran. Affiliates contacted last week said they were also looking forward to further briefings by NBC News President Larry Grossman on his proposal for a suspension of the equal opportunities section (315) of the Communications Act for the 1988 presidential election, as well as the NBC News presentation for the Sunday edition of *Today*, which debuts in September. In all likelihood, affiliates will discuss the possibility of taking Grossman's proposal a step farther and seeking a suspension of Section 315 for all federal elections in 1988, perhaps state and local elections as well.

Jim Lynagh, president, Multimedia Broadcasting and outgoing chairman of NBC television affiliates advisory board (a new chairman will be elected at the meeting this week), said there was concern about the news lead-in time period and related questions about the renewal of at least one 10 p.m. show for next season, *Crime Story*, which ranked 68th among programs last season with a 13.1/22. Lynagh said that affiliates "will want to express that concern" at the meeting. "It's a very important time period," he said, "for both affiliates and O&O's, particularly Monday through Friday." Local news is for most stations the single largest source of sales revenue. Roger Ogden, president, KCNC-TV Denver, suggested that part of NBC's slippage in the 10 to 11 p.m. time period is due to the extraordinary program shuffling that occurred on the schedule in the past season as the network tested new programs. "There was an awful lot of moving around in the time period," he said. "It's a

Republic Pictures is back in the saddle again

Studio known for its B-movie westerns has a number of TV projects in production, including a new show for CBS on Friday

Leading CBS's new Friday-night schedule this fall will be a one-hour romantic adventure, *Beauty and the Beast*, the co-producer of which, Republic Pictures, is completing its own tale of transformation. The company that once mass-produced the B-movie Hollywood western has returned to film and made-for-TV production and is joining with Witt/Thomas Productions to produce *Beast* for CBS.

Republic, the owner and distributor of a 1,400-title library that includes its own productions (such as the John Wayne classics "The Quiet Man" and "The Red Pony"), has created a new subsidiary, Republic Pictures Productions, to create three made-for-television titles. Those films—"When the Time Comes," which starred Brad Davis and Bonnie Bedelia and ran on ABC-TV on May 25, and "Mistress," starring Victoria Principal (CBS), along with a third untitled film—will be produced by Jaffe/Lansing Productions. Stanley Jaffe produced "Kramer vs. Kramer" and with Sherry Lansing produced "Racing with the Moon," "First Born" and "Fatal Attraction." Republic has also announced it will remake the Cary Grant-Ingrid Bergman classic, "Indiscreet," with

Syndication Marketplace

Columbia/Embassy closed its fourth market for *Who's the Boss*—San Francisco independent KTVU(TV)—for a price sources put at $110,000 per week. C/E's minimum in the market was $80,000. At $110,000 per week, the *Boss* price trails only the $120,000 per week paid by KPIX(TV) for *The Cosby Show* in that market. C/E opened the Phoenix market last Tuesday, May 26.

MGM/UA Television reports that *Sea Hunt* has been cleared in 13 more markets to bring its current total to 54. Recent clearances include WPWR-TV Chicago; WPHL-TV Philadelphia; KXTX-TV Dallas; KDVR(TV) Medford, Ore.; WITI-TV Milwaukee; WUPW(TV) Toledo, Ohio; KVIQ(TV) Eureka, Calif.; WXIX-TV Cincinnati; KMSP-TV Minneapolis; WXIA-TV Atlanta; KOKI-TV Tulsa, Okla.; WLKY-TV Louisville, Ky., and KMPH-TV Fresno, Calif. *Sea Hunt* is sold on a cash-plus-barter basis with one-and-a-half minutes for MGM and five-and-a-half minutes for stations. MGM also reports that *We've Got it Made* is now cleared in over 60 markets.

Multimedia Entertainment reports that *The Sally Jessy Raphael Show* has moved in New York from WABC-TV to WNBC-TV. On WABC-TV the show will run at 10-10:30 a.m. On WNBC-TV it ran at 3 a.m.

King World will increase the number of weeks of first-run episodes of *Jeopardy* from 39 to 46 for next fall. Stations will now carry six weeks of repeat episodes instead of 13. *Jeopardy* is produced by Merv Griffin Productions and is seen in 208 markets covering 98% of the country.

Access Syndication has acquired the rights to the *Hawaiian Swimsuit Spectacular*, a one-hour special that was originally part of KABC-TV Los Angeles' locally produced access show, *Eye on L.A.* In its original form, the Triple Crown Production ran in 3-D, but in syndication it will not. Access is making the program available for the third quarter on a barter basis.

Apollo Theater Syndication has cleared *It's Showtime at the Apollo* on 11 more stations to place the weekly one-hour series' coverage of the country at 60%. The latest stations to clear the show include WDIV(TV) Detroit; KRLR(TV) Las Vegas; WCVX(TV) Providence, R.I.; WXTX(TV) Columbus, Ga., and KUSK(TV) Phoenix. Barter distribution of the 24 one-hour episodes available for two runs gives station six minutes and Apollo Theater six minutes.

Orbis Communications reports that it has cleared *At a Theater Near You*, a two-minute movie preview program consisting of four previews, in 12 markets including WLVI-TV Boston; WATL-TV Atlanta; WTIC-TV Hartford, Conn.; KAUT(TV) Oklahoma City, and KDVR(TV) Denver. Stations clearing *At a Theater Near You* guarantee Orbis 25 rating points a week and in return they get a percentage of advertising revenue from the sale of a spot inserted in the program.

GGP Sports reports that it has cleared *The Road to Calgary*, 13 half-hours preceding the 1988 winter Olympic games, on 87 stations covering 56% of the country, and *The Road to Seoul*, 18 half-hours preceding the summer Olympic games, in 62 markets covering 46% of the country. Barter distribution of both preview series gives stations four minutes per episode and GGP two minutes. GGP is also releasing a one-hour *NFL Preseason Football Special* for the end of the summer, to be hosted by John Madden, who currently hosts GGP's Super Bowl preview. Barter distribution of the preseason preview will give stations six-and-a-half minutes and stations five-and-a-half minutes.

All American Television reports that it has cleared *Deja View III—A 60's Video Album* in 70 markets covering 63% of the country for a July 13-Aug. 23 window. *Deja View III* will consist of segments from the first two *Deja View* specials along with new segments featuring Graham Nash of Crosby, Stills & Nash, Felix Cavaliere of The Rascals, Sly Stone of Sly & the Family Stone and Roger McGuinn of the Byrds. Teri Garr, Harry Dean Stanton, Michael Pare and Bronson Pinchot will also appear in the program which will appear on KHJ-TV Los Angeles, KRON-TV San Francisco, WXYZ-TV Detroit, KDFI-TV Dallas and WTVJ(TV) Miami, among others. Barter distribution gives stations seven minutes and All American five-and-a-half minutes.

World Events Productions will try to capitalize on what it perceives as a trend in animation toward the use of dinosaurs with the creation of a one-hour special titled *Denver, The Last Dinosaur*, available in 1988. Peter Keefe, vice president of production, said World Events is looking toward creating a group of animated specials. Keefe said WE is following the lead of the networks, which have used animated hours from 8 to 9 p.m. World Events is positioning *Denver* for prime time use by affiliates, or independents. World Events also reports that it has landed a Los Angeles clearance for its animated strip, *Saber Rider & the Star Sheriffs*, on KTLA(TV).

Lionheart Television will distribute *Cutrate Care: America's Day Care Gamble*, the sixth in a series of documentaries produced by the documentary unit of Post-Newsweek Stations. The program will explore the lack of affordable, available and quality child care in the U.S.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 17:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/211	97
2.	Jeopardy	13.1/209	99
3.	World Wrestling Fed.	9.8*/200	93
4.	People's Court	8.2/193	97
5.	Oprah Winfrey	7.5/165	95
6.	New Newlywed Game	7.3/189	97
7.	Entertainment Tonight	7.1*/152	92
8.	Hollywood Squares	6.1/152	92
9	Mama's Family	5.2*/158	89
10.	Siskel & Ebert & Movies	5.0*/151	88
11.	Lifestyles of Rich-Famous	4.8*/178	95
12.	Star Search	4.6*/175	94
13.	Charles in Charge	4.4*/96	84
13.	Solid Gold	4.4*/193	96
13.	This Week in Baseball	4.4/103	85

*includes multiple airings

NBC wins week with 13.8/24

NBC won the prime time week ended May 24, according to the national Nielsen numbers, with a 13.8 rating and a 24 share. CBS came in second with a 12.7/22, while ABC had an 11.5/20. Last year at this time, the standings were NBC 15.5/28, ABC 12.2/22 and CBS 11.5/21.

In the evening news race, the finishing order was NBC 10.8/23, CBS 10.0/21 and ABC 9.9/20. Last year the news numbers ran CBS 10.9/22, ABC 10.3/21 and NBC 10.1/21.

NBC won four nights: Monday, Wednesday, Thursday and Saturday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	23.4/42
2.	Family Ties	NBC	22.8/39
3.	Sunday Night Movie	NBC	20.5/35
4.	Growing Pains	ABC	20.4/33
5.	Cheers	NBC	19.9/34
6.	Who's the Boss?	ABC	19.2/32
7.	Golden Girls	NBC	17.8/35
7.	Tuesday Movies	CBS	17.8/29
9.	Poker Alice	CBS	17.5/32
10.	Night Court	NBC	17.2/28
11.	60 Minutes	CBS	16.9/35
12.	Murder, She Wrote	CBS	16.7/32
12.	American Comedy Awards	ABC	16.7/27
14.	Molly Dodd*	NBC	16.6/28
15.	Cheers (Wed.)	NBC	16.2/27
16.	Newhart	CBS	15.5/24
17.	Monday Movie	NBC	15.4/24
18.	L.A. Law	NBC	15.2/27
19.	Happy Birthday Hollywood	ABC	15.1/24
20.	ALF	NBC	14.8/25
20.	Valerie	NBC	14.8/24
22.	Me & Mrs. C	NBC	14.5/29
22.	Kate & Allie	CBS	14.5/24
24.	Matlock	NBC	14.4/24
25.	Head of the Class	ABC	14.2/24
25.	Designing Women	CBS	14.2/22
27.	Perfect Strangers	ABC	13.8/25
28.	227	NBC	13.4/27
29.	Sunday Movie	CBS	13.2/23
29.	St. Elsewhere	NBC	13.2/23
31.	Highway to Heaven	NBC	13.0/23
32.	20/20	ABC	12.9/23
32.	My Sister Sam	CBS	12.9/21
34.	Equalizer	CBS	12.7/22
35.	Simon & Simon	CBS	12.4/21
36.	Facts of Life	NBC	11.7/25
36.	Cagney & Lacey	CBS	11.7/19
38.	Hotel	ABC	11.4/20
39.	Hunter	NBC	11.3/23
39.	Magnum, P.I.	CBS	11.3/16
41.	Hunter (Tues.)	NBC	10.8/17
42.	Spenser: For Hire	ABC	10.5/21
43.	Survival—Killer Whales	CBS	10.4/21
43.	Disney Sunday Movie	ABC	10.4/21
45.	Mr. Belvedere	ABC	10.2/20
45.	Scarecrow & Mrs. King	CBS	10.2/18
45.	Twilight Zone	CBS	10.2/16
45.	Sunday Night Movie	ABC	10.2/17
49.	Mike Hammer	CBS	10.0/17
50.	Snow White Anniversary	NBC	9.6/19
50.	Miami Vice	NBC	9.6/17
52.	Diana Ross Special	ABC	9.4/15
53.	Webster	ABC	9.3/19
54.	Friday Night Movie	ABC	9.2/17
55.	Our House	NBC	9.0/17
56.	Stingray	NBC	8.7/16
57.	Outlaws	CBS	8.4/18
57.	Ohara	ABC	8.4/17
59.	ALF (Sun.)	NBC	8.3/17
60.	Saturday Movie	CBS	7.9/16
60.	Hill Street Blues	NBC	7.9/13
62.	Our World	ABC	6.9/12
63.	Starman	ABC	6.8/14
64.	West 57th	CBS	6.3/10
65.	Jack & Mike	ABC	5.7/10

*indicates premiere episode

Journalism

Future shot: newsgathering from space

Although use of satellite photography by news organizations may be years off, debate has already begun over problems it could create

The routine use of satellite photography by the television networks and other news media may be some years into the future; the present cost estimates would seem prohibitive. And the technology that permits picture-taking from several hundred miles in space may create thorny conflicts between the media's First Amendment rights and U.S. national security and foreign policy interests. Still, members of Congress and staffers who have studied the matter indicated last week they do not view such problems as insurmountable. One factor that would drive national policy in the direction of facilitating the emergence of what is being called a mediasat is the need to help American companies exploit what may be a developing market for remote sensing.

Congress's Office of Technology Assessment, in a technical memorandum on "Commercial Newsgathering from Space" released last week, helped focus attention on those issues. The report was the subject of a briefing by members of the House Subcommittee on Space Science and Applications and by OTA staffers in what was the latest in a series of recent public discussions of satellite photography. The report itself grew out of a workshop in December. Last month, the subject was debated in forums sponsored by the American Enterprise Institute and by Catholic University. And at the briefing, Representative Bill Nelson (D-Fla.), chairman of the subcommittee, promised "extensive hearings" this summer on the issues raised in the report.

Remote sensing is beginning to provide material for the news media. The coverage of the nuclear disaster at Chernonbyl last year was one of the more dramatic examples. Others include the Soviet radar installation at Krasnoyarsk said to be in violation of the 1972 ABM Treaty and pictures of the Iran-Iraq fighting.

However, the French SPOT satellite and the U.S. EOSAT (Earth Observation Satellite Co.) Landsat satellite are not ideally suited for the news media's needs. The OTA report says they "lack the high resolution, timely delivery and assured access to data" that experts feel could make remote sensing "an integral part of the newsgathering process." The SPOT satellite can sense objects 10 meters across, and EOSAT, 30 meters. Those satellites are useful for experimentation by the news media. But the sensing ability of neither is adequate for news media's needs, and neither company is geared to producing pictures for use within less than a matter of weeks. Both were designed for work in connection with minerals exploration, crop assessment and city planning, among other projects.

OTA estimates the media would need a two-satellite system that could sense objects five meters across and produce pictures for use on a daily basis. And that system, the report says, would cost between $215 million and $470 million to build and launch, another $50 million to $75 million to operate over a period of five years. That would produce an average annual cost over the five-year period of $53 million to $109 million. Assuming ABC, CBS, NBC and Cable News Network banded together to build and operate the system, OTA said, those "admittedly speculative figures" indicate "each satellite image would have to be worth about $35,000 to $73,000 to the networks"—far more than the networks would be willing to spend.

Beyond the costs, the report notes, there are the national security and foreign policy problems a mediasat could generate by disseminating information regarding U.S. military operations or information considered sensitive by foreign governments. Misinterpretation of satellite imagery—and interpreting the pictures from space requires a high degree of skill—could also precipitate a crisis, according to the report. Still, the re-

Proxy details TCI buyout of Heritage

Bass investment spurred Heritage to look for white knight; merger valued at $892 million

Details of the proposed buyout of Heritage Communications by a group largely owned by Tele-Communications Inc., and the subsequent spin-off of Heritage's broadcast properties, were revealed last week in the company's proxy statement. Certain members of Heritage management will be given five-year employment contracts and allowed to purchase up to 18% of the surviving entity.

The history of the merger detailed in the proxy attributes to the Robert M. Bass Group (RMBG) a leading role in the decision to go private. Two months before announcing last December a 5.8% holding in Heritage, RMBG privately approached the Des Moines, Iowa-based MSO to discuss the investment. The company decided it could not consider the Bass holding as purely an "investment. . . In considering what reponse to make to the Bass investment, the management of Heritage took into account publicly available information about other Bass investments, including situations in which members of the Bass family have participated in transactions involving the change of corporate control."

As a defense, the company said it decided to put itself up for sale and talked with three parties in late January, from which TCI was selected to negotiate a final agreement. The proposed merger calls for Heritage shareholders to receive $34, either all in cash or in some combination of cash and TCI stock.

The proxy stated that the merger would require roughly $892 million. Of that, $348 million would be contributed directly by TCI; $207 million would come from the sale of assets, and $348 million would be provided by bank loans, $125 million of which would be guaranteed directly by TCI or an affiliate company.

The $207 million expected from asset sales does not include $225 million to be paid by current management, including James J. Robinette, vice president, television, and Paul Fiddick, vice president, radio, in a leveraged buyout of the company's four AM's, three FM's and six television stations. It is anticipated that the broadcast LBO would be financed partially with an 8% seven-year zero coupon seller's note.

Asset sales so far announced include Heritage's Philadelphia cable system, which is to be sold to Comcast for $33.3 million, "plus the amount of capital invested by Heritage after March 31, 1987, to construct such system." The proxy also states that there is a letter of intent to sell the Los Angeles cable system for roughly $18 million to an undisclosed party.

Following the merger, the surviving entity's board would be set at five persons with one of them from TCI, tentatively the MSO's president, John Malone. Five-year employment agreements would be signed with up to six of Heritage's senior management personel. The management group also would have options to purchase 18% in the surviving corporation for a price equal to TCI's "equity contribution per share." Furthermore those options, whether exercised or not, could be put (requiring purchase) to the surviving corporation in 1992.

The company has delayed for one week, until June 30, a shareholders meeting, where a two-thirds vote is required to approve the merger. Among the other conditions before closing are government approvals for the transfer of cable franchises, which the proxy said is required in systems serving roughly 225,000 of Heritage's roughly one million total. One "adverse" circumstance that might terminate the merger would be the failure to obtain governmental consents to transfer cable franchises for systems serving more than 80,000 subscribers.

The proxy also contained projections as to the future operation of both the surviving MSO, outdoor advertising and communications products division, and for the broadcast LBO. The projections contained two scenarios, one that put cable television operating income ("before tax depreciation and amortization expense") compound growth, at either 13.6% or 9.5%. Outdoor advertising was 15.8% under either assumption.

For the broadcasting operations, the assumed operating income compound growth was 14.8% for radio; for television it was either 14.3% or 10%. Revenue projections showed 10-year compound growth of 7.6% for radio, 10.7% for television. □

First-quarter tracking. Figures compiled for the Television Bureau of Advertising from a survey of 430 reporting TV stations show that local time sales for the first quarter of 1987 climbed 8% over the same period a year ago. (Two weeks ago, TVB reported total first-quarter advertising for network, spot and local [BROADCASTING, May 25].) National and regional spot rose 3%, according to TVB, while network compensation in the period dipped 1%.

New England, by region, showed the greatest jump, 16% in local and 6% in spot TV. Conversely, the west south central region, covering Arkansas, Louisiana, Oklahoma and Texas, showed a 1% gain in local advertising and an 8% loss in national and regional spot TV. TVB said the decline there was apparently related to the oil crisis, but it would not speculate on the relatively brisk activity in New England.

Predictably, NBC affiliated stations tended to outperform those of other networks in the first quarter. The percentage increase was 10% for NBC, ABC's 9% and CBS's 7%.

Figures in the survey were compiled by the certified public accounting firm of Arthur Young & Co. TVB has sponsored the surveys for 20 years and has made the results available to TV stations.

First quarter 1987

Based on total 1986 revenues	*Number of commercial stations**	*Number of reporting stations*	*National and regional spot*			*Network comp.*
			Local		*Total*	
Under $2,000,000	**	39	+24%	+35%	+29%	+5%
$2,000,000-$4,000,000	**	65	+5	+4	+5	+1
$4,000,000-$8,000,000	**	105	+9	+5	+7	-1
$8,000,000-$12,000,000	**	65	+9	+3	+5	+1
$12,000,000-$20,000,000	**	55	+5	-1	+2	0
$20,000,000-$40,000,000	**	54	+9	0	+4	-1
$40,000,000 and over	**	47	+9	+3	+6	-2
All reporting stations	900	430	+8%	+3%	+5%	-1%
Based on location of television market						
New England	38	22	+16	+6	+10	-2
Middle Atlantic	80	36	+9	+3	+6	+1
South Atlantic	158	79	+10	+8	+8	0
East South Central	82	28	+9	+3	+5	-1
West South Central	134	62	+1	-8	-4	-2
East North Central	140	79	+6	0	+4	-1
West North Central	78	41	+14	+2	+8	+1
Mountain	75	39	+4	-5	-1	-4
Pacific	115	44	+9	+5	+7	-3
All reporting stations	900	430	+8%	+3%	+5%	-1%

Based on affiliation of the station	*Number of commercial stations**	*Number of reporting stations*	*Local*	*National and regional spot*	*Total*	*Network comp.*
Affiliates	565	326	+8%	+2%	+5%	-1%
ABC	188	104	+9	+3	+5	-3
CBS	190	118	+7	+1	+4	-2
NBC	187	104	+10	+2	+6	+1
Independents	335	104	+9	+4	+6	—
VHF	34	21	+7	+2	+5	—
UHF	301	83	+11	+8	+10	—
All reporting stations	900	430	+8%	+3%	+5%	-1%
Based on market rank						
1-10	110	37	+9	+1	+5	-3
11-25	108	60	+9	+5	+7	-3
26-50	141	75	+8	+2	+5	+1
51-75	137	75	+7	+1	+4	-1
76-100	108	53	+8	+4	+6	+3
101-140	147	77	+7	+1	+4	-1
141 and over	149	53	0	-3	-1	-1
All reporting stations	900	430	+8%	+3%	+5%	-1%

Time sales represent sales of television time as actually billed and before agency representative commissions.

Full year 1986 time sales dollar composition†

Based on market rank	*Number of reporting stations* VHF	UHF	*Local*	*National, regional spot*	*Network comp.*	*All time sales*
1-10	28	9	48% (36)	50% (36)	2% (20)	100% (37)
11-25	40	20	45 (23)	53 (27)	2 (16)	100 (24)
26-50	47	28	46 (16)	49 (16)	5 (20)	100 (16)
51-75	51	24	50 (11)	45 (9)	5 (15)	100 (10)
76-100	31	22	49 (5)	44 (5)	7 (10)	100 (5)
101-140	48	29	48 (6)	43 (5)	9 (12)	100 (5)
141 and over	39	14	48 (3)	41 (2)	11 (7)	100 (3)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)
Based on total 1986 revenues						
Under $2,000,000	8	31	58 (1)	40 (0)	2 (1)	100 (0)
$2,000,000-$4,000,000	34	31	46 (3)	44 (3)	10 (6)	100 (3)
$4,000,000-$8,000,000	60	45	48 (9)	44 (8)	8 (16)	100 (9)
$8,000,000-$12,000,000	45	20	46 (9)	48 (9)	6 (13)	100 (9)
$12,000,000-$20,000,000	45	10	49 (12)	45 (11)	6 (17)	100 (12)
$20,000,000-$40,000,000	47	7	45 (20)	51 (22)	4 (17)	100 (21)
$40,000,000 and over	45	2	46 (46)	51 (47)	3 (30)	100 (46)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)

(†) Figures in first column represent percentage of station revenue. Figures in parentheses () represent market revenues as a percentage of total revenue.

(*) The number of stations in the various categories are taken from 900 stations in A.C. Nielsen's (NSI) Directory 1986-87. To avoid duplication, individual network counts are for primary affiliates only. Satellites are not included.

(**) The FCC no longer publishes Television Broadcast Financial Data. Therefore, revenue breakdowns by number of stations are no longer available.

(1) Commercial stations in United States have been grouped based on the following market locations:

New England: Conn., Me., Mass., N.H., R.I., Vt.
Middle Atlantic: N.J., N.Y., Pa.
South Atlantic: Del., Washington, Fla., Ga., Md., N.C., S.C., Va., W. Va., P.R.
East South Central: Ala., Ky., Miss., Tenn.
West South Central: Ark., La., Okla., Texas
East North Central: Ill., Ind., Mich., Ohio, Wis.
West North Central: Iowa, Kan., Minn., Mo., Neb., N.D., S.D.
Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo.
Pacific: Alaska, Calif., Ore., Wash.

(2) For market ranking, commercial television stations have been grouped based on the number of television households in their "Area of Dominant Influence" (ADI) as published by the Arbitron Co.

(3) The percentages of increases and decreases submitted by each station have been weighted, using (1) the average of the dollar class checked by the station as representing their 1986 dollar volume of total television timesales revenue and (2), the proportion of each time sales class to the total sales revenue indicated by the stations as representing their 1986 time sales dollar.

kw-D; 250 w-N; FM: 98.3 mhz; 1 kw; HAAT: 480 ft.)—Granted assignment of license from Dillon Broadcasting Inc. to Southwestern Broadcasting Inc. for assumption of liabilities. Seller is owned by Robert C. Green, who has no other broadcast interests. Filed March 30.

■ WAVI(AM) Portsmouth, N.H. (1380 khz; 1 kw-U)—Granted assignment of license from Ware Communications Corp. to Windward Communications Group Inc. for $325,000. Seller is owned by Richard L. Sadowsky, who has interest in Precht Communications Inc., Los Angeles-based group of five TV's. Buyer is owned by Richard Walsh, who also owns WQML(FM) York Center, Me., and has interest in WFTN-AM-FM Franklin, N.H., and WQZN(AM)-WABK(FM) Gardiner, Me., where he is general manager. Filed March 31.

■ KOKC(AM) Guthrie, Okla. (1490 khz; 500 w-U)—Granted assignment of license from Ralph L. Robison to OKC Ltd. for $122,000. Seller has no other broadcast interests. Buyer is owned by Ralph Tyler, who has no other broadcast interests. Filed March 31.

■ WKYB(AM) Hemingway, S.C. (1000 khz; 10 kw-D; 5 kw-N)—Granted transfer of control of Hemingway Broadcasting Inc. to E.M. Associates for $1. Sellers have no other broadcast interests. Buyer is owned by Gilbert D. Evans and his wife, Carolyn. It has no other broadcast interests. Filed March 31.

New Stations

Applications

■ Dadeville, Ala.—Tallapoosa County Christian Broadcasting Inc. seeks 88.7 mhz; 9 kw; HAAT: 328 ft. Address: 947 East Fayette St., 36853. Principal is nonprofit corporation headed by Steve Walker. Filed May 18.

■ Sedona, Ariz.—Michael D. Mahaffey seeks 107.5 mhz; 100 kw; HAAT: 1,564.6 ft. Address: 4359 Shire Cove Rd., Columbus, Ohio 43220. Principal has no other broadcast interests. Filed May 6.

■ Tucson—Playa Del Sol Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 34.76 ft. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward Stolz, who owns KRCK(FM) Burbank and KWOD(FM) Sacramento, both California. Filed May 15.

■ Tucson—FM Tucson Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 7525 E. 33rd., 85170. Principal is owned by Charles Ford. It has no other broadcast interests. Filed May 15.

■ Tucson— Bartree Broadcasting seeks 104.1 mhz; 3 kw; HAAT: minus 52.5 ft. Address: 1045 North Kolb Rd., 85710. Principal is owned by Pamela A. Triano and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Old Pueblo Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 298.5 ft. Address: 7525 E. Speedway, 85710. Principal is owned by Thomas E. Dwyer. It has no other broadcast interests. Filed May 15.

■ Tucson—Tucson Community Broadcasters seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 620 E. Mabel, 85705. Principal is owned by Alice Papcun and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Huerta FM Radio Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 210 ft. Address: 1690 North Stone, 85705. Principal is headed by John Huerta, who has no other broadcast interests. Filed May 15.

■ Tucson—Kevin M. Wodlinger and Patricia W. Wodlinger seek 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: Rt. 1, Box 180, Verona, Mo. 65769. Principals own KRMO(AM)-KKBL(FM) Monett, Mo. Filed May 15.

■ Tucson—Counsellor FM Partnership seeks 104.1 mhz; 3 kw; HAAT: 299 ft. Address: 706 W. Fifth St., Tyler, Tex. 75701. Principal is owned by David Ray Clement and 18 others. It has no other broadcast interests. Filed May 15.

■ Tucson—Arizona/Capitol Communications Ltd. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 904-F South May St., Chicago 60607. Principal is owned by Terrence Brantley, who has no other broadcast interests. Filed May 15.

■ Tucson—Josie FM Partnership Ltd. seeks 104.1 mhz; 3 kw; HAAT: minus 26.2 ft. Address: 1563 South Hudson St., Denver 80222. Principal is owned by Josie Celaya Velarde and Oscar Leon Cuellar. It has no other broadcast interests. Filed May 15.

■ Tucson—Southern Arizona Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 59 ft. Address: 5000 W. Monte Carlo Dr., 85745. Principal is owned by Randall R. Davis, who has no other broadcast interests. Filed May 15.

■ Tucson—F.E.M. Ray Inc. seeks 104.1 mhz; 3 kw; HAAT: minus 46 ft. Address: 711 N. Banff Ave., 85748. Principal is owned by Francine Rienstra, Mary E. Beal and Constanza Rodriguez. It has no other broadcast interests. Filed May 15.

■ Tucson—NJT Limited Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 3440 Via Guadalupe, 85716. Principal is owned by Nina Jilg Trasoff, who has no other broadcast interests. Filed May 15.

■ Tucson—Klecic Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 10905 Wintergreen Hill, Austin, Tex. 78750. Principal is owned by Johnny Klecic, who has no other broadcast interests. Filed May 15.

■ Tucson—Peggy C. Browne seeks 104.1 mhz; 3 kw; HAAT: minus 39.4 ft. Address: 268 E. River Rd., Suite 110, 85704. Principal has no other broadcast interests. Filed May 20.

■ Tucson—Quinto Broadcasting Corp. seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 7111 North Edgewood Place, 85704. Principal is owned by Henry Quinto and his wife, Marilyn. Filed May 15.

■ Pine Bluff, Ark.—Barnhart Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 904, 71603. Principal is owned by Donald R. Barnhart and his wife, Rose Mary. It has no other broadcast interests. Filed May 15.

■ Pine Bluff, Ark.—Madison Hodges seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1231 Azalea Dr., Tallahassee, Fla. 32301. Principal has no other broadcast interests. Filed May 14.

■ Idyllwild, Calif.—Kay Sadler-Gill seeks 101.3 mhz; 75 w; 1,623.6 ft. Address: 13235 H. Fiji Way., Marina Del Ray, Calif. 90292. Principal has no other broadcast interests. Filed May 14.

■ Rancho Mirage, Calif.—Milt Klein seeks 870 w; HAAT: 610 ft. Address: 2029 Century Park East #900, Los Angeles 90067. Principal has no other broadcast interests. Filed May 6.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Panama City, Fla.—Central Baptist Church seeks 89.9 mhz; 100 kw; HAAT: 105 ft. Address: 1104 Balboa Ave., 32401. Principal is nonprofit corporation headed by Bradley D. Price. It has no other broadcast interests. Filed May 7.

■ Ponte Vedra Beach, Fla.—LeeAnn Kendall Scopinich seeks 106.5 mhz; 3 kw; HAAT: 328 ft. Address: 972 Alcala Dr., St. Augustine, Fla. 32086. Principal has no other broadcast interests. Filed May 6.

■ Ponte Vedra Beach, Fla.—Safe Care Inc. seeks 106.5 mhz: 3 kw; HAAT: 328 ft. Address. P.O. Box 102, Brooker, Fla. 32622. Principal is owned by Bradlee E. Cox, and two others. It has no other broadcast interests. Filed May 6.

■ Arkansas City, Kan.—Faith Broadcasting Inc. seeks 91.9 mhz; 3 kw; HAAT: 308.3 ft. Address: Summit 4 Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson. It has no other broadcast interests. Filed May 8.

■ Shelbyville, Ky.—CSW Ltd. seeks 101.3 mhz; 1.3 kw; HAAT: 442.8 ft. Address: South Shore Dr., 40065. Principal is owned by Stephen Wilborn, and two others, who have no other broadcast interests. Filed May 15.

■ Shelbyville, Ky.—WCND Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 248, 40065. Principal is owned by J.B. Crawley and five others. Filed May 14.

■ Shelbyville, Ky.—Wayne Louis Wilson seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2122 View St., 40065. Principal has no other broadcast interests. Filed May 15.

■ Brooklyn, Mich.—Cascades Broadcasting Inc. seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 1700 Glemshire Dr., Jackson, Mich. 49201. Principal is owned by John Salov and four others. It has no other broadcast interests. Filed May 13.

■ Poplar Bluff, Mo.—Christian Educational Advancements Inc. seeks 90.5 mhz; 100 w; HAAT: 43 ft. Address: 1311 South 11th St., 63901. Principal is owned by Donald Parsons and his wife, Bessie. It has no other broadcast interests. Filed May 11.

■ Albuquerque, N.M.—Enchanted Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1057 Red Oaks, N.E., 87122. Princpal is owned by Arthur Alpert and four others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Eda Gordon seeks 101.3 mhz; 2 kw; HAAT: 400.2 ft. Address: 408 Hillside Ave., Santa Fe, 87501. Principal has no other broadcast interests. Filed May 14.

■ Albuquerque, N.M.—Southwest Educational Media Foundation of Texas Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2100 Hwy. 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corp. headed by Kent Atkins. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio Property Ventures seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is owned by Burt W. Kaufman and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio New Mexico seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1806 Walter St. S.E., 87107. Principal is owned by Mary Ann Fiske and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bradley Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 8300 Washington Ave., 87113. Principal is headed by Donald L. Bradley, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Albuquerque Broadcast Associates seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 509 Caque S.E., 87108. Principal is owned by Amparo Garcia and 21 others. It has no other broadcast interests. Filed May 21.

■ Albuquerque, N.M.—ALBU-Q Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1001 Tramway Blvd., N.E. #13, 87112. Principal is headed by Patricia Chavez. It has no broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bernaillo Communications Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1 Plaza Sq., Suite 204, Port Arthur, Tex. 77642. Principal is owned by Kent Foster and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—New Mexico Capitol Communications Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2020 Cherrywood Circle, Naperville, Ill. 60565. Principal is owned by Curtis Reed, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—FM Albuquerque Ltd. Partnership seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1613 Lafayette NE, 87106. Principal is owned by Paula Maes, who has no other broadcast interests. Filed May 15.

■ Stillwater, N.Y.—Molly A. Waltman seeks 101.3 mhz;